

MAIL TO:

Office of the Attorney General  
Registry of Charitable Trusts  
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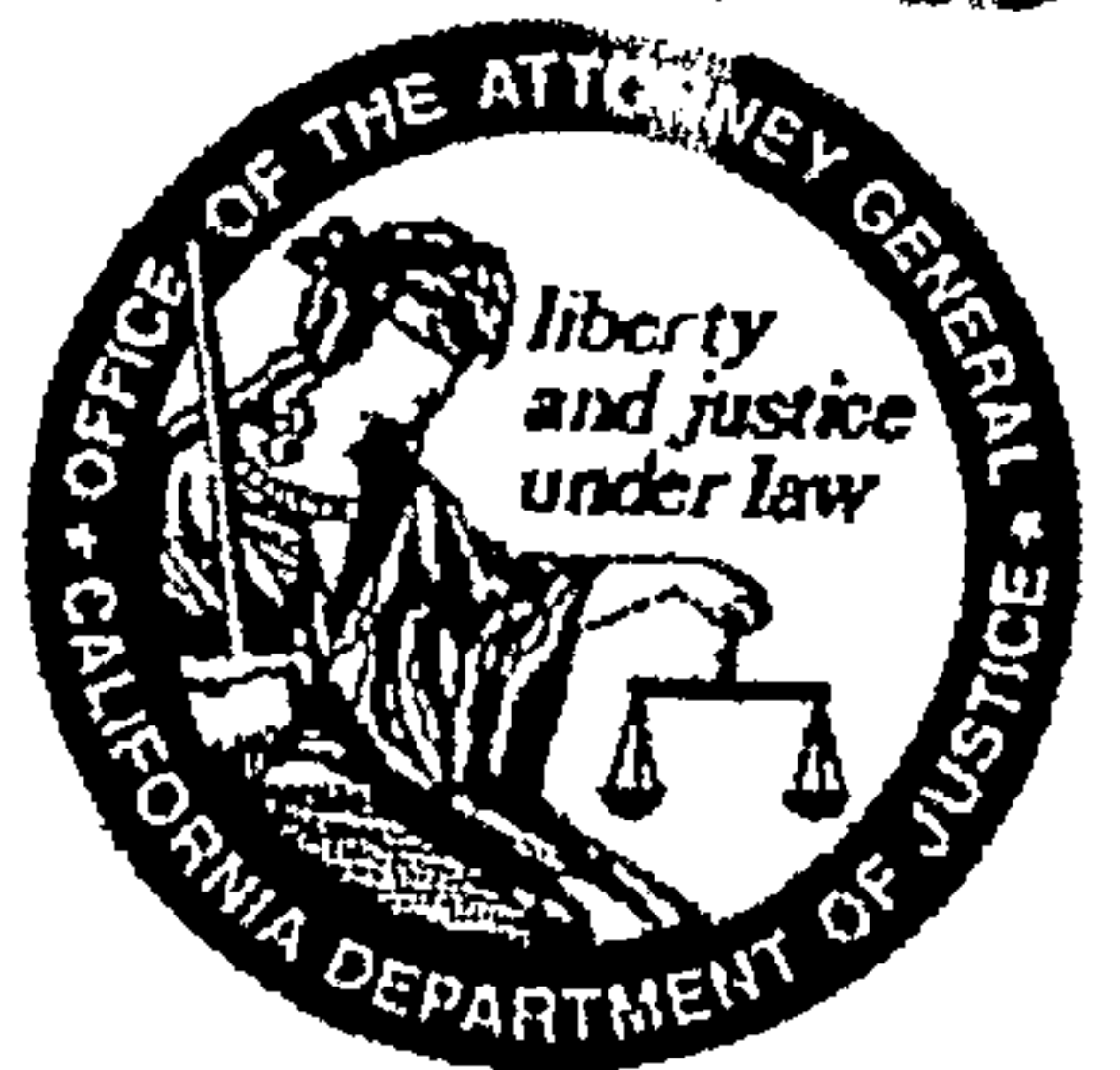
WEBSITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2001 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1.

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



### Name and Address of Commercial Fund-raiser:

258

2002

PUBLIC INTEREST COMMUNICATIONS, INC.  
7700 LEESBURG PIKE, SUITE# 301N  
FALLS CHURCH, VA 22043

### Name and Address of Charitable Organization or Charitable Purposes:

CT No.

33183

FEIN No.

52-1693387

World Wildlife Fund, Inc.

Name of Charity

1250 24th Street, NW

Address of Charity

Washington, DC 20037

City, State, and ZIP Code of Charity

TELEMARKETING

(Kind of Activity)

held (on) (from)

February 1, 2003 to January 31, 2004  
(Date or Dates must be shown)

### 1. REVENUE

A. Cash Contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a.

b.

c.

d.

G. TOTAL REVENUE

821,124.23

A.

B.

C.

D.

E.

Fa.

Fb.

Fc.

Fd.

821,124.23

G.

### 2. EXPENSES

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a.

b.

c.

d.

N. TOTAL EXPENSES

(See Attached)

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

Ma.

Mb.

Mc.

Md.

525,813.85

N.

### 3. ~~REVENUE~~ Net to charitable organization or charitable purposes

295,310.38

3.

### 4. (a) Is any officer, director, partner or owner of the Commercial Fund-raiser in any way affiliated with or control, directly or indirectly, the charitable organization for which Commercial Fund-raiser has contracted to solicit?

[ ] Yes [X] No If "yes", complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and Address of Charitable Organization	Relationship of officer, etc. To Charitable Organization

(b) For each affiliation identified under 4(a), attach copy of contract between commercial fund-raiser and charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

JOYCE M BRUNDAGE, VP

Printed Name

Title Date

2/25/04

This report must be signed by two officers of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Michael Bauer

Printed Name

Controller

Title

Date

3/18/04

Signature of authorized officer/director (Charity)

NANCY DOWN

Printed Name

CFO

Title

Date

3/19/04

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Attorney General's  
Registry of Charitable Trusts

**WORLD WILDLIFE FUND, INC.**  
**CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 466,075.20

Campaign Expenses

Personalization	\$ 3,984.12
Computer Services	\$ 5,919.72
Clerical/Miscellaneous	\$ 1,500.00
Number Searching	\$ 9,259.28
Postage	\$ 30,173.12
Production	\$ 8,636.62
State Registration	\$ 205.00
Overnight Delivery	<u>\$ 60.79</u>

Total Campaign Expenses \$ 59,738.65

**TOTAL FEES AND EXPENSES..... \$ 525,813.85**

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